

WE CLAIM:

820 1. A method comprising recognizing a security document and, in response, directing a web browser to a web site related thereto.

5 2. The method of claim 1, further comprising presenting to a user a substitute image from the web site.

10 3. The method of claim 1, further comprising presenting a user with supplemental information relating to the recognized security document, or to its permitted use, from the web site.

15 4. The method of claim 1 that includes recognizing a security document by a digital watermark encoded therewith.

20 5. A computer storage medium having instructions stored thereon for causing a computer to perform the method of claim 1.

25 6. A method comprising: recognizing graphic, video, or audio data being processed on a user's computer as belonging to a predetermined class and, in response, directing a web browser to a web site related to said class.

7. The method of claim 6 in which the web site presents a commerce opportunity to a user of the browser.

8. The method of claim 6 that includes recognizing the data as belonging to said predetermined class by reference to a digital watermark encoded therewith.

9. A computer storage medium having instructions stored thereon for causing a computer to perform the method of claim 6.

10. A method comprising: recognizing graphic, video, or audio data being processed on a user's computer as belonging to a predetermined class, and in response to such determination, presenting to the user a message relating to said class.

11. The method of claim 10 that includes examining the data for a digital watermark encoded therein.

12. The program of claim 10 in which the message informs the user about permitted or unpermitted use of said data.

13. A computer storage medium having instructions stored thereon for causing a computer to perform the method of claim 10.

14. A method comprising:
receiving first image data;
recognizing the first image data as being unsuited for reproduction; and
substituting second image data for the first image data, the second image data being an image of play money.

15. A method comprising:
providing updated driver software to a user's computer, the updated driver software providing functionality that examines image data for markings characteristic of a predetermined class of documents, and interferes with processing of same; and
installing said updated driver software on the user's computer, replacing earlier driver software that does not include such functionality.

16. In a method of digital watermarking that includes changing the luminosity of a printed image at plural areas thereacross to thereby steganographically encode digital data, an

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